

2020 Community Survey

City of West Des Moines, Iowa

Presented by

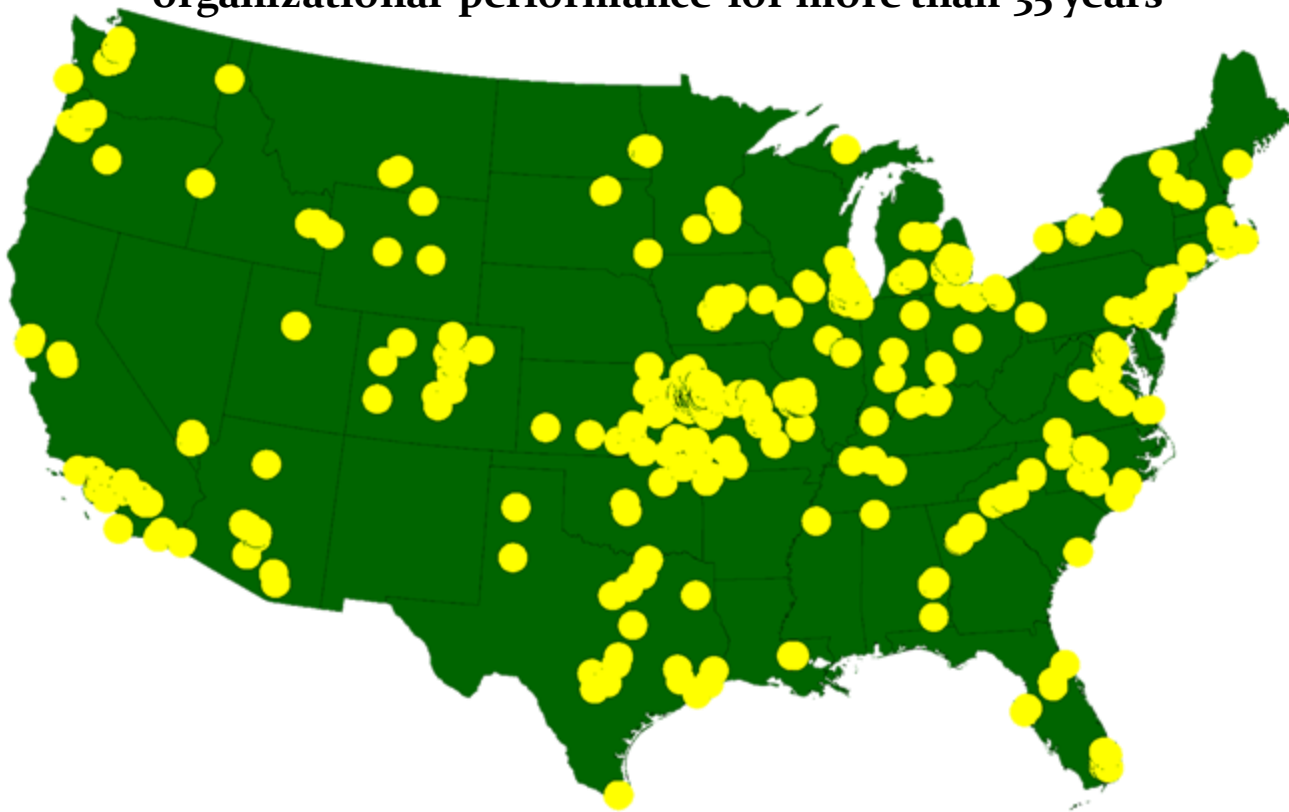


September 21, 2020

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More than 2,200,000 Persons Surveyed Since 2006
for more than 900 cities in 49 States

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

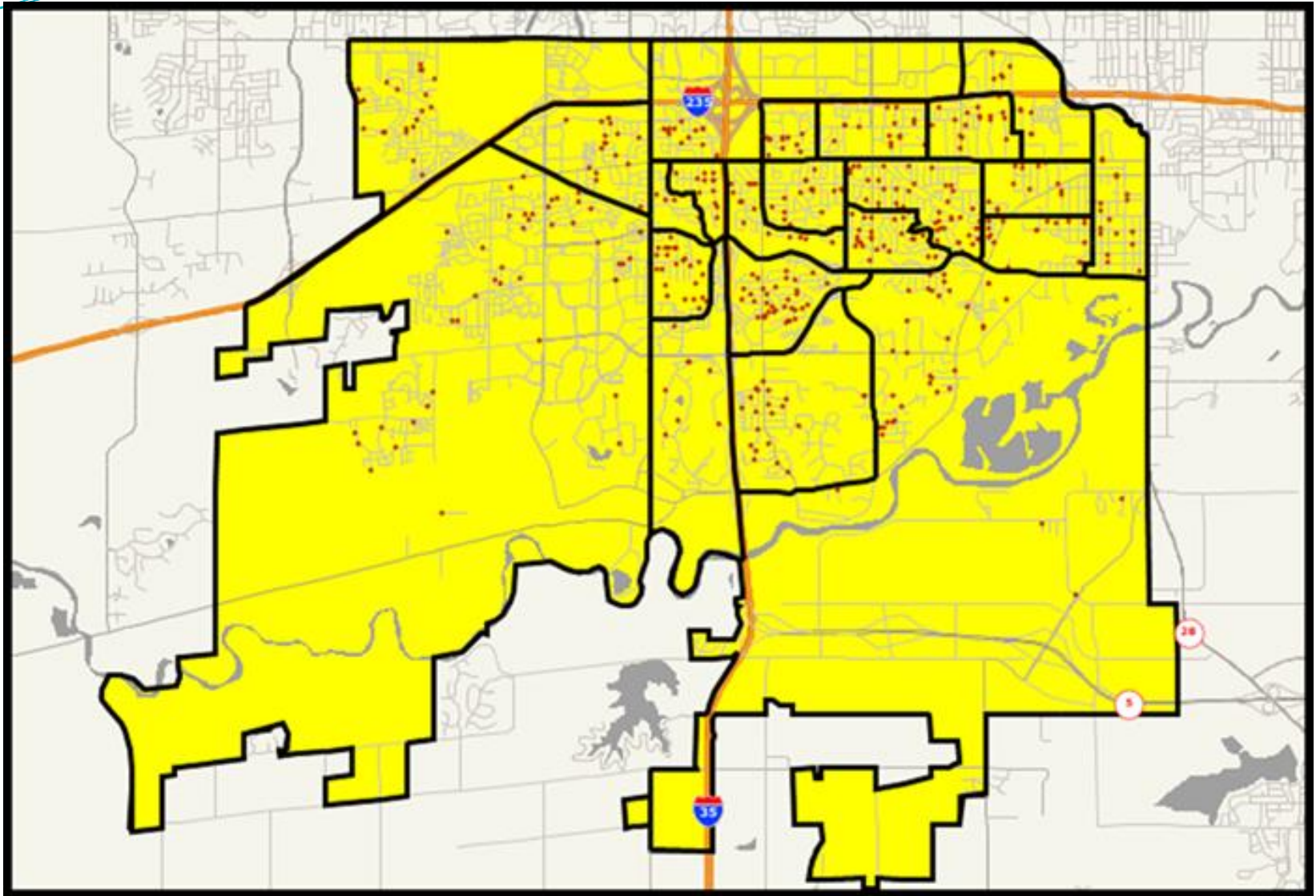
Purpose

- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from previous surveys**
- **To compare the City's performance to other communities**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ❑ ninth Community Survey conducted for the City
 - ❑ included many of the same questions that were asked in previous years
- **Method of Administration**
 - ❑ by mail and online
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample Size:**
 - ❑ Goal: 400 surveys
 - ❑ Actual: 504 surveys
- **Confidence level: 95%**
- **Margin of error: +/- 4.3% overall**

Location of Respondents



**Good Representation By
LOCATION**

Bottom Line Up Front

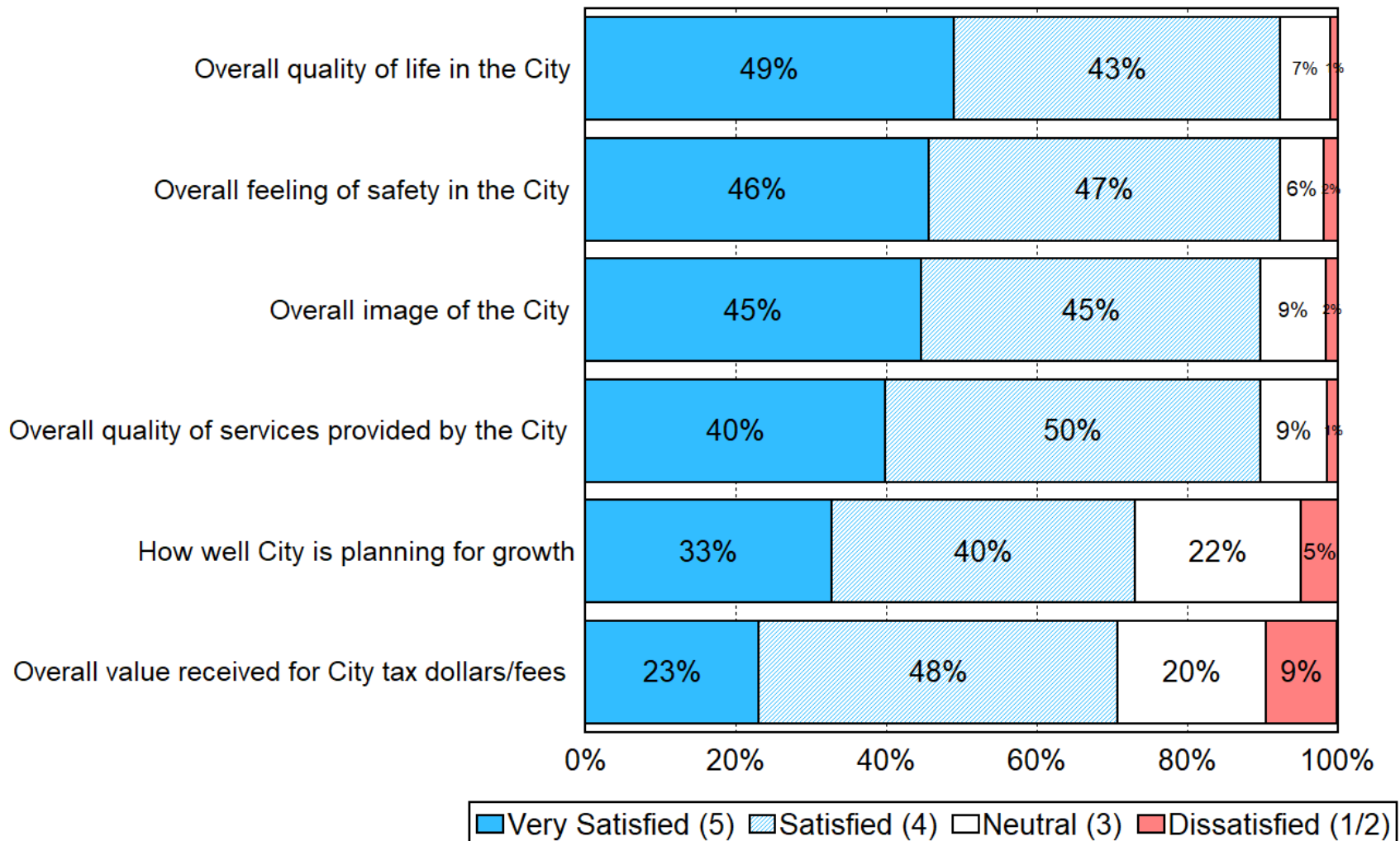
- **Residents Have a Very Positive Perception of the City**
 - ❑ 92% are satisfied with the quality of life in the City; only 1% are dissatisfied
 - ❑ 90% are satisfied with the overall quality of services provided by the City; only 1% are dissatisfied
- **Satisfaction with City Services is Much Higher in West Des Moines Than Other Communities**
 - ❑ The City rated 42% above the U.S. Average in the overall quality of City services
 - ❑ The City rated above the U.S. Average in all 51 areas that were compared
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Overall quality of the City streets system
 - ❑ Flow of traffic and congestion management

Major Finding #1

Residents Have a Very Positive
Perception of the City

Satisfaction With Items That Influence the Perception Residents Have of the City

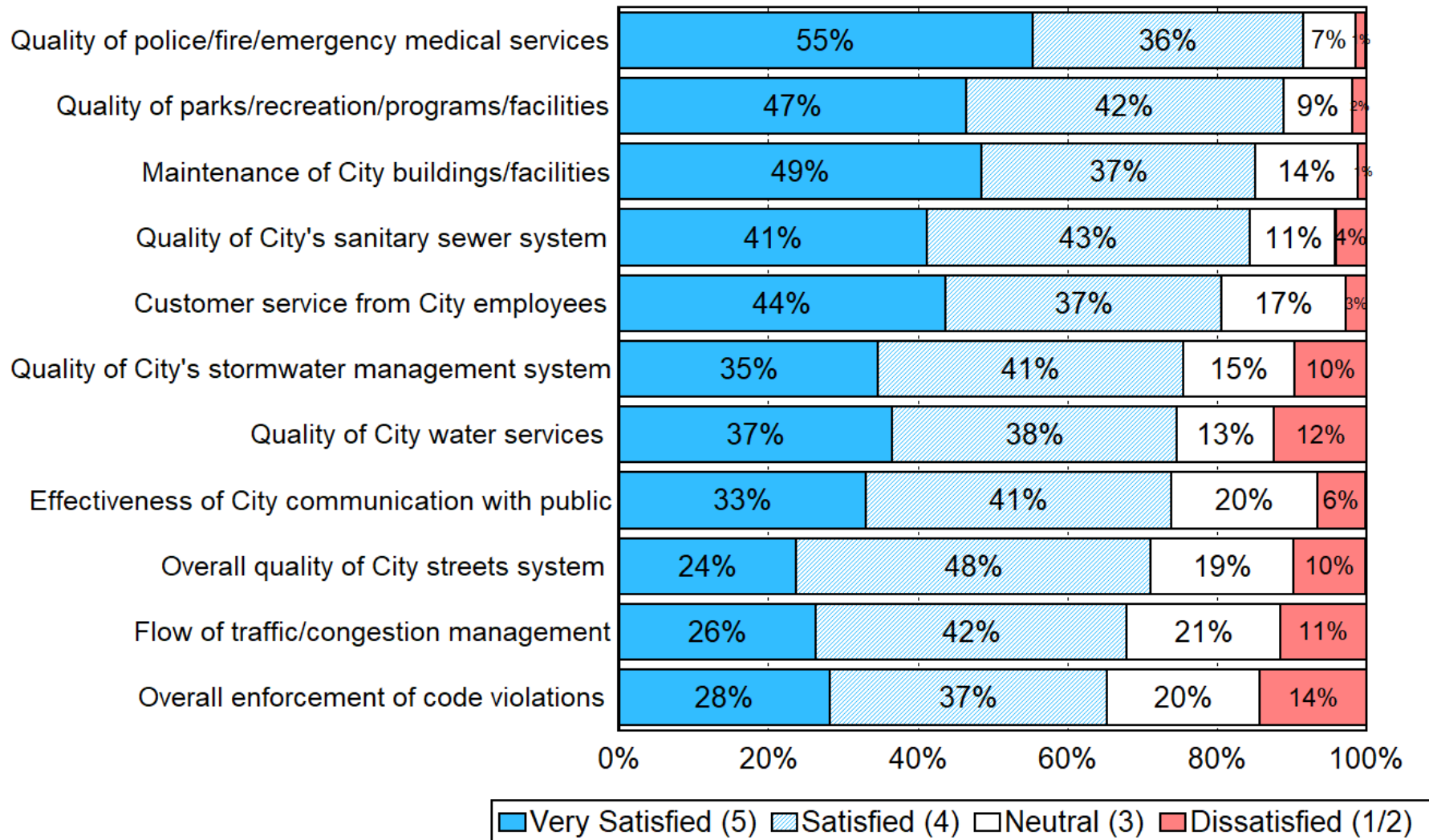
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Most Residents Are Satisfied with All Areas Related to Perceptions of the City

Overall Satisfaction With City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

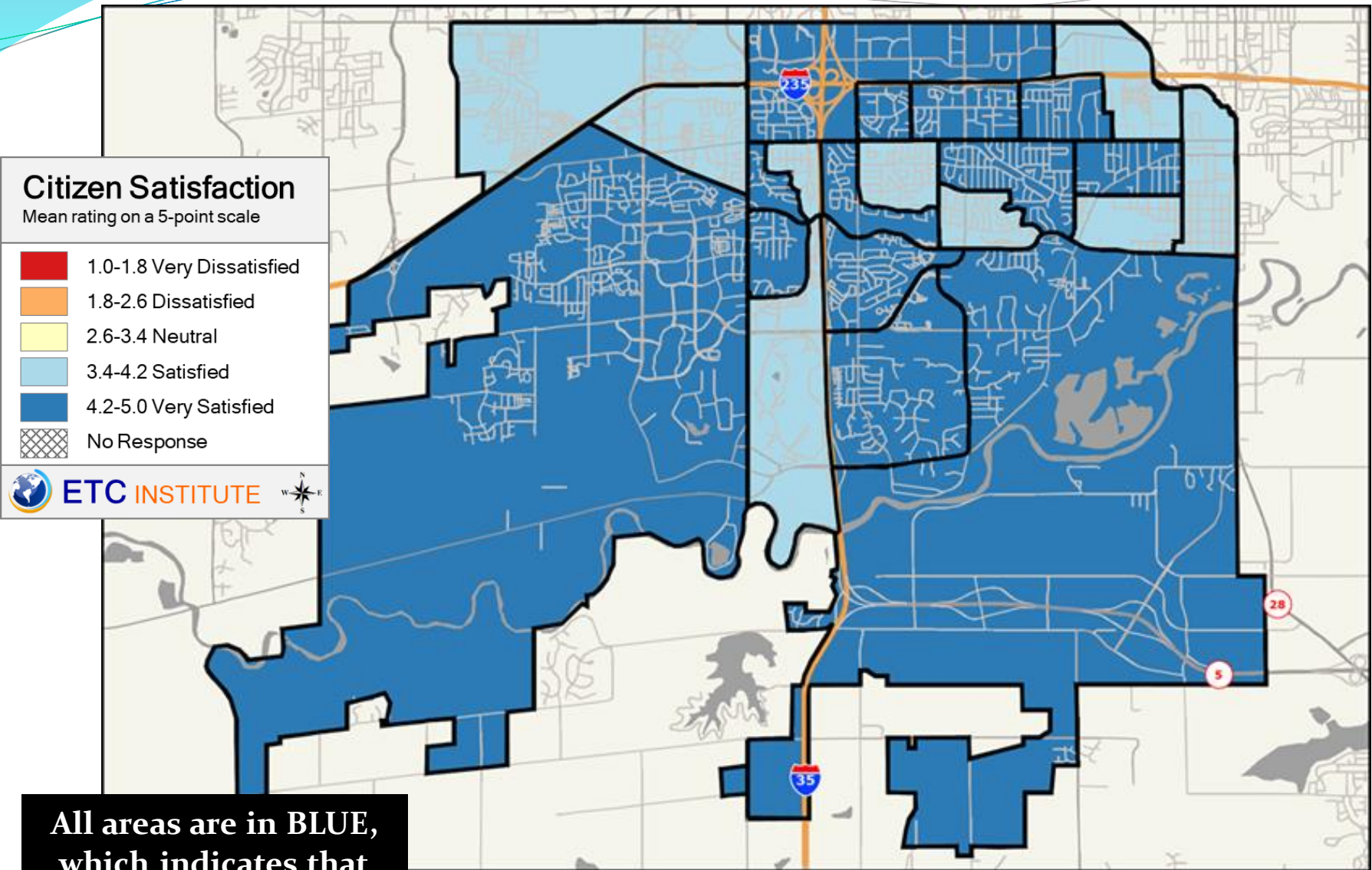


No More Than 14% of Residents Were Dissatisfied with Any of the Services

Major Finding #2

Residents in All Areas Are
Satisfied with the Overall
Quality of City Services

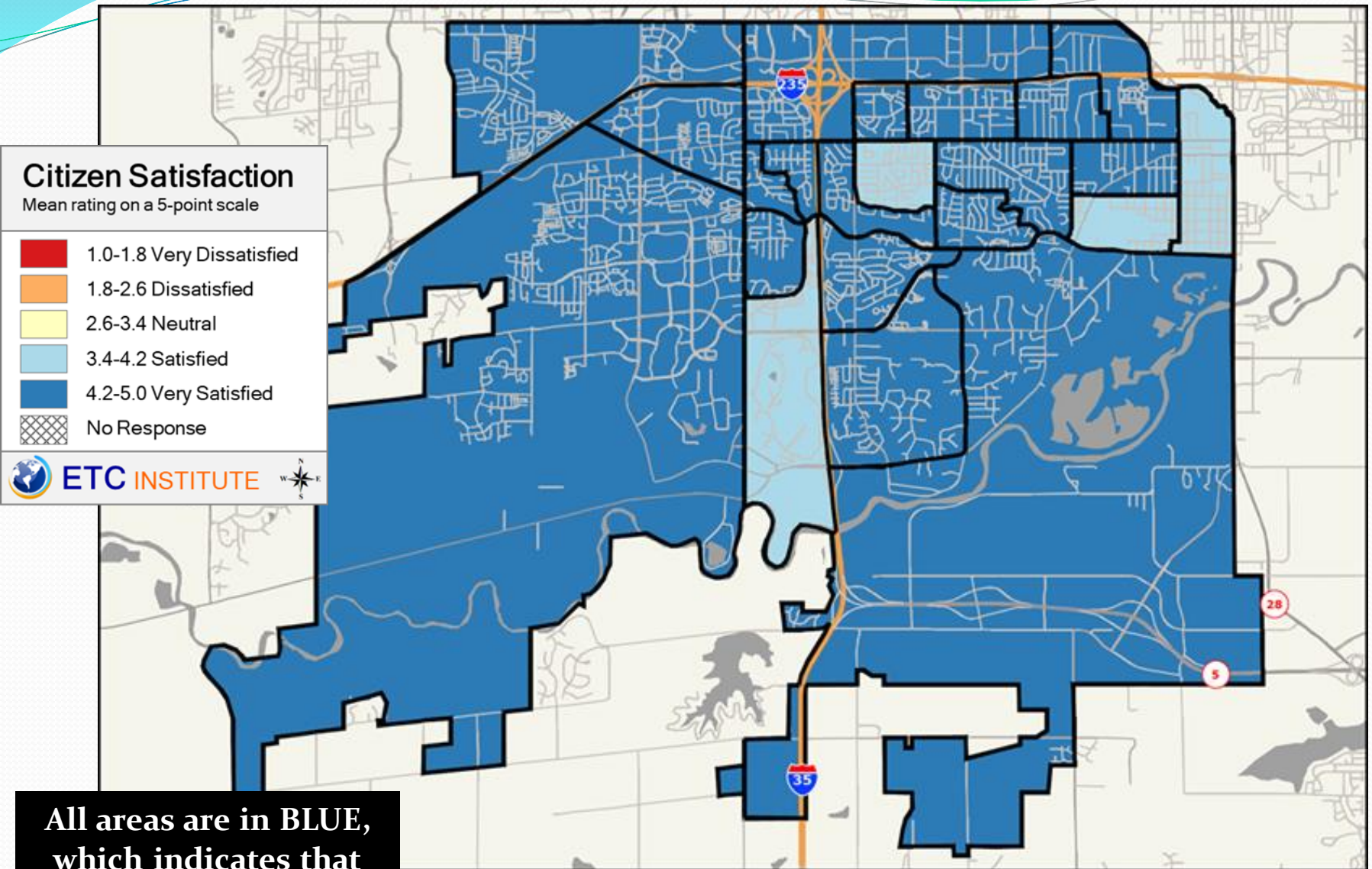
Satisfaction with the Overall Quality of City Services



**All areas are in BLUE,
which indicates that
residents in all parts of
the City are satisfied**

West Des Moines 2020 Community Survey
Mean rating for all respondents by CBG (merged as needed)

Satisfaction with the Overall Quality of Life in the City



West Des Moines 2020 Community Survey
Mean rating for all respondents by CBG (merged as needed)

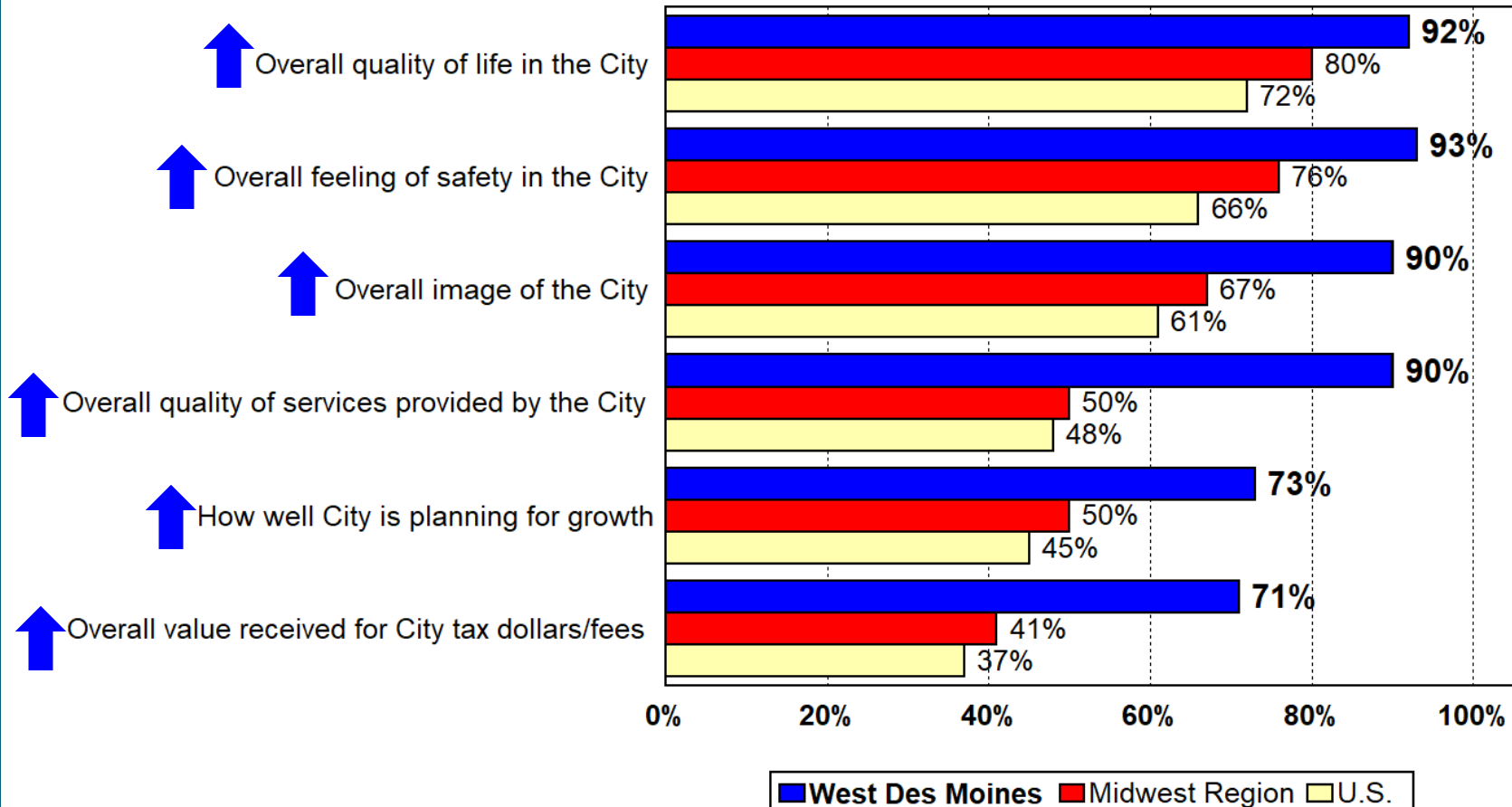
Major Finding #3

**Satisfaction with City Services
in West Des Moines Are Among
the Highest in the Nation**

Satisfaction with Issues that Influence Perceptions of the City

West Des Moines vs. Midwest Region vs. the U.S.

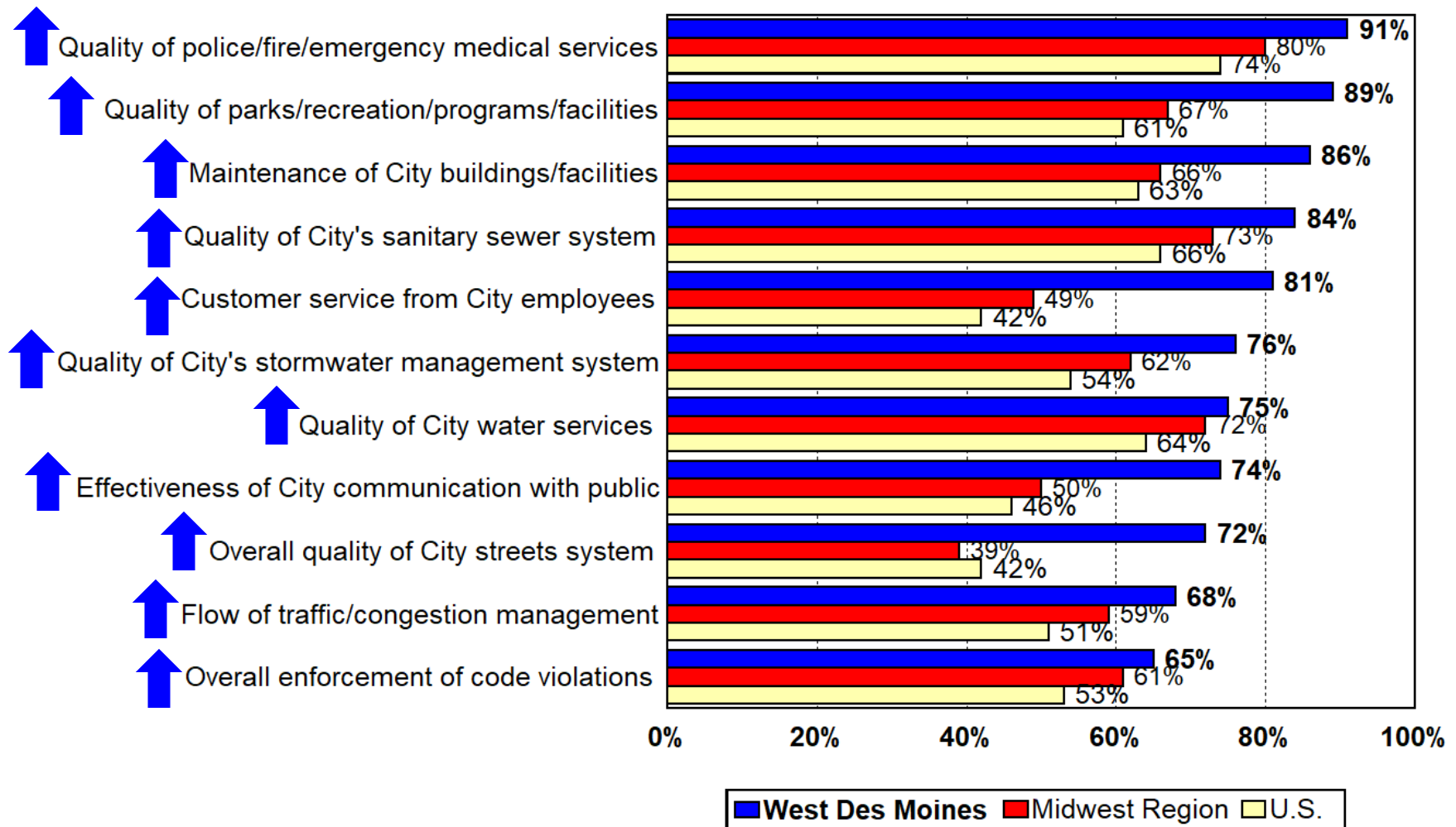
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



The City's Overall Satisfaction With City Services Is 42% Above the National Average and 40% Above the Midwest Regional Average

Overall Satisfaction with Major Categories of City Services West Des Moines vs. Midwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

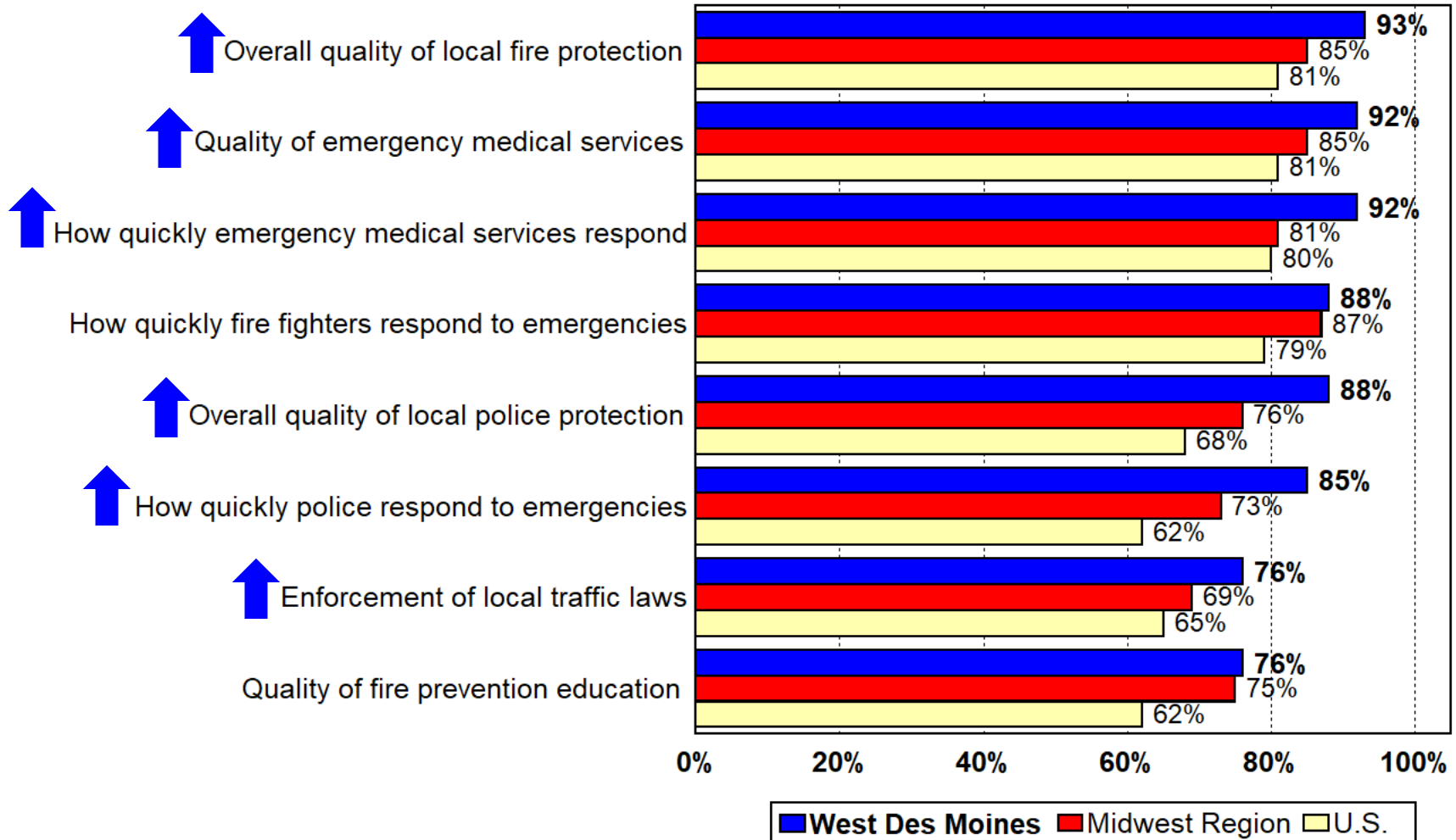


The City is Setting the Standard in Most Areas

Overall Satisfaction with Public Safety

West Des Moines vs. Midwest Region vs. the U.S.

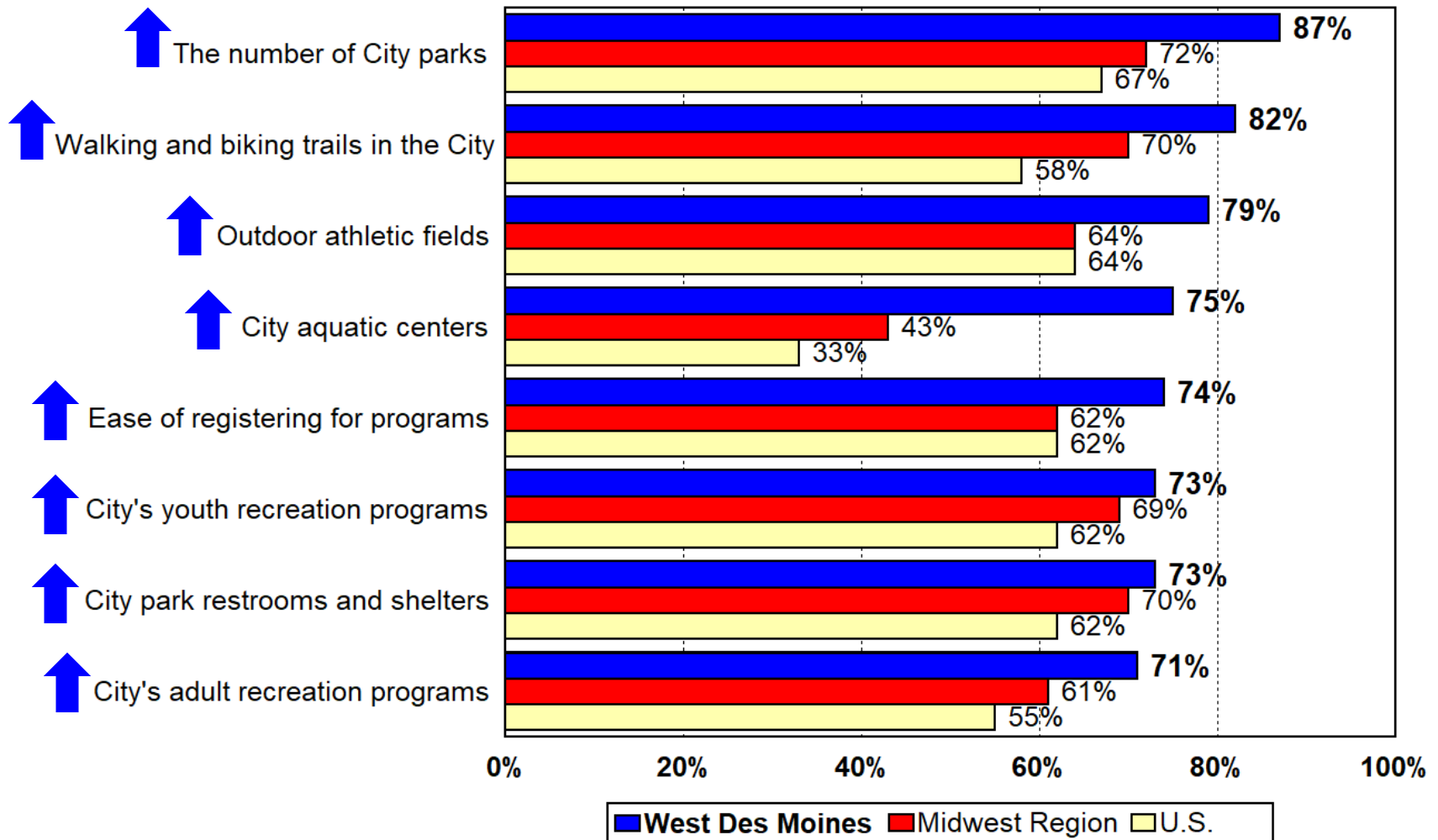
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Quality of Police, Fire, and Emergency Medical Services Are Significantly Above the National and Regional Average in Most Areas

Overall Satisfaction with Parks and Recreation West Des Moines vs. Midwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

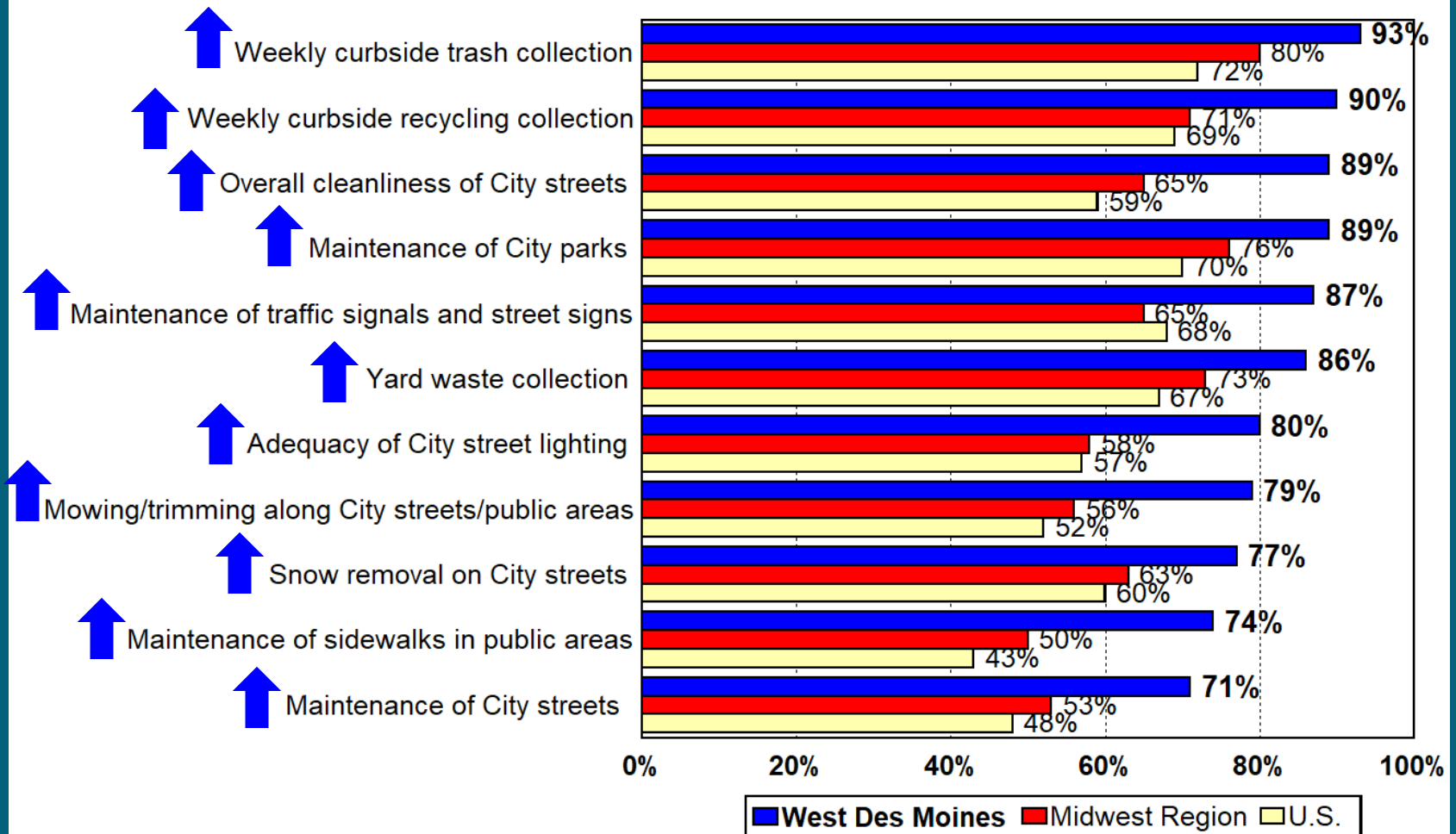


The City is Setting the Standard in Providing Parks and Recreation Services

Overall Satisfaction with City Maintenance

West Des Moines vs. Midwest Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



The City Rates Significantly Above the National and Regional Averages in All 11 Areas

Major Finding #4

Trend Analysis

Trends

Most Notable Increases Since 2018

- ❑ The City's youth recreation programs
- ❑ Variety of payment options available (West Des Moines Water Works)
- ❑ Quality of emergency medical services
- ❑ How quickly emergency medical services respond
- ❑ The number of City parks

Trends

Most Notable Decreases Since 2018

- ☐ Quality of business growth
- ☐ Attractiveness of commercial development
- ☐ Maintenance of City buildings and facilities

Major Finding #5

Priorities for Investment

Importance-Satisfaction Rating

West Des Moines, Iowa

OVERALL

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service.

Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Overall quality of City streets system	48%	1	72%	9	0.1330	1
Flow of traffic/congestion management	37%	2	68%	10	0.1174	2
<u>Medium Priority (IS <.10)</u>						
Overall enforcement of code violations	24%	6	65%	11	0.0851	3
Quality of City water services	32%	5	75%	7	0.0793	4
Quality of parks/recreation/programs/facilities	33%	4	89%	2	0.0366	5
Quality of City's stormwater management system	14%	8	76%	6	0.0326	6
Quality of police/fire/emergency medical services	34%	3	91%	1	0.0305	7
Effectiveness of City communication with public	18%	7	74%	8	0.0176	8
Quality of City's sanitary sewer system	8%	9	84%	4	0.0128	9
Maintenance of City buildings/facilities	8%	10	86%	3	0.0106	10
Customer service from City employees	4%	11	81%	5	0.0084	11

Highest Overall Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

PUBLIC SAFETY

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS <.10)</u>						
Officers' attitudes and behavior towards citizens	31%	1	78%	9	0.0680	1
Overall competence of Police Dept employees	24%	3	83%	7	0.0405	2
Overall quality of local police protection	30%	2	88%	5	0.0354	3
Emergency medical involvement/community awareness	15%	4	79%	8	0.0305	4
Enforcement of local traffic laws	10%	6	76%	10	0.0228	5
Quality of fire prevention education	6%	10	76%	11	0.0154	6
How quickly police respond to emergencies	9%	9	85%	6	0.0132	7
Quality of emergency medical services	11%	5	92%	2	0.0087	8
How quickly emergency medical services respond	9%	7	92%	3	0.0074	9
Overall quality of local fire protection	9%	8	93%	1	0.0064	10
How quickly fire fighters respond to emergencies	4%	11	88%	4	0.0053	11

Highest Public Safety Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

PARKS & RECREATION

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service.

Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Walking and biking trails in the City	38%	1	82%	3	0.0682	1
Access to destinations via bike and trail systems	17%	2	73%	12	0.0470	2
City park restrooms and shelters	15%	3	73%	14	0.0400	3
City's senior citizen recreation programs	7%	9	65%	17	0.0259	4
Number and quality of greenway areas	13%	4	81%	4	0.0238	5
City aquatic centers	9%	6	75%	9	0.0215	6
City's special events programs	8%	7	74%	11	0.0213	7
City's youth recreation programs	8%	8	73%	13	0.0211	8
Fees charged for recreation programs	6%	11	70%	16	0.0174	9
City's adult recreation programs	5%	13	71%	15	0.0139	10
Overall quality of recreation program services	6%	10	79%	7	0.0130	11
Valley Junction Activity Center	5%	12	76%	8	0.0130	12
The number of City parks	9%	5	87%	2	0.0112	13
Outdoor athletic fields	4%	14	79%	6	0.0076	14
Ease of registering for programs	2%	16	74%	10	0.0042	15
Raccoon River Park Nature Lodge	2%	15	88%	1	0.0026	16
Raccoon River Park Softball Complex	0%	17	80%	5	0.0000	17

Highest Parks and Recreation Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

MAINTENANCE

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

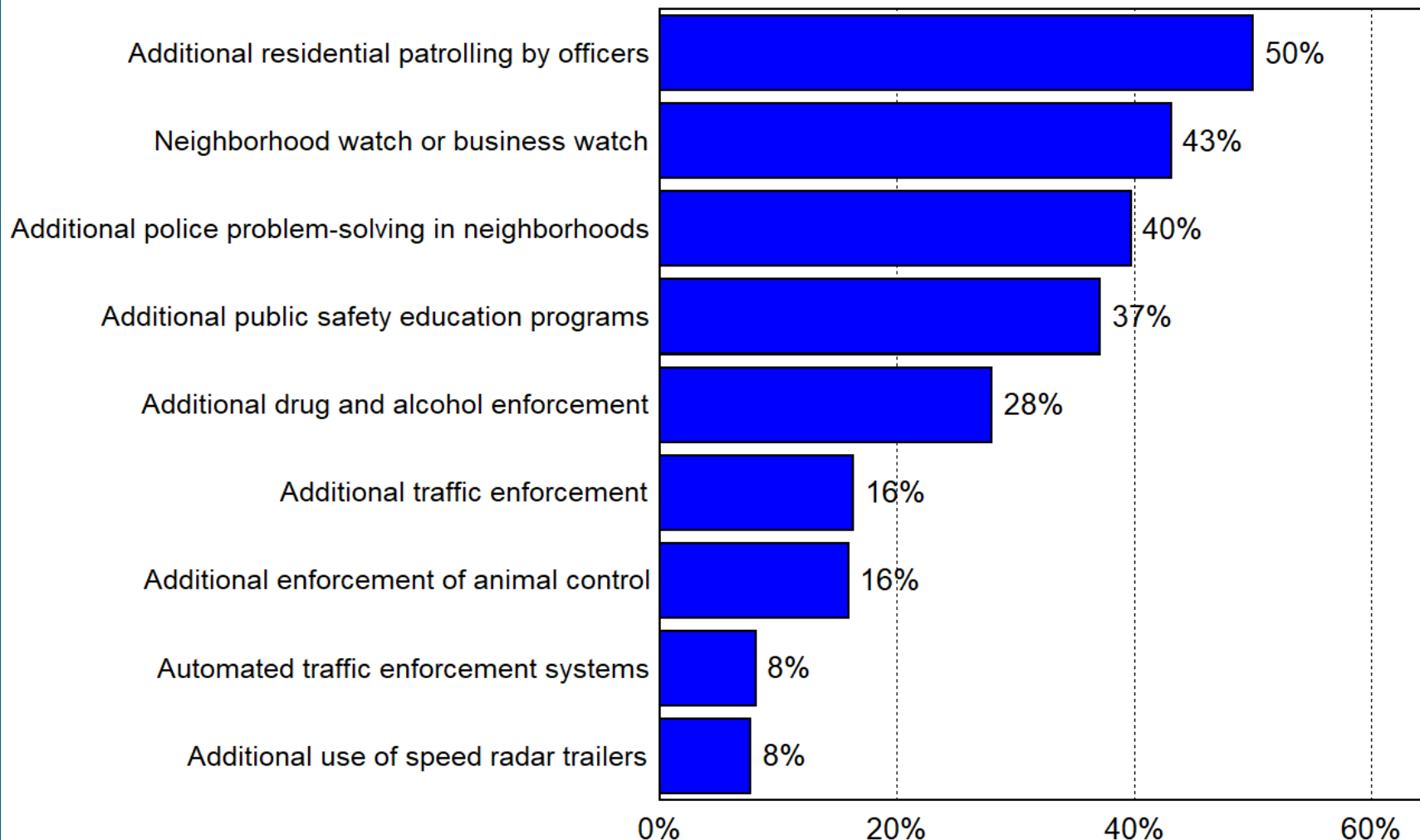
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of City streets	44%	1	71%	12	0.1282	1
<u>Medium Priority (IS <.10)</u>						
Snow removal on City streets	26%	2	77%	10	0.0593	2
Maintenance of sidewalks in public areas	22%	3	74%	11	0.0582	3
Adequacy of City street lighting	15%	5	80%	8	0.0296	4
Maintenance of City parks	18%	4	89%	4	0.0196	5
Mowing/trimming along City streets/public areas	7%	6	79%	9	0.0151	6
Overall cleanliness of City streets	7%	7	89%	5	0.0075	7
Yard waste collection	5%	9	86%	7	0.0073	8
Maintenance of traffic signals and street signs	5%	10	87%	6	0.0062	9
Weekly curbside recycling collection	6%	8	90%	3	0.0060	10
Maintenance of City buildings	4%	11	93%	1	0.0029	11
Weekly curbside trash collection	4%	12	93%	2	0.0027	12

Maintenance Priorities:

Other Findings

Initiatives Most Important for the City's Police Department to Emphasize

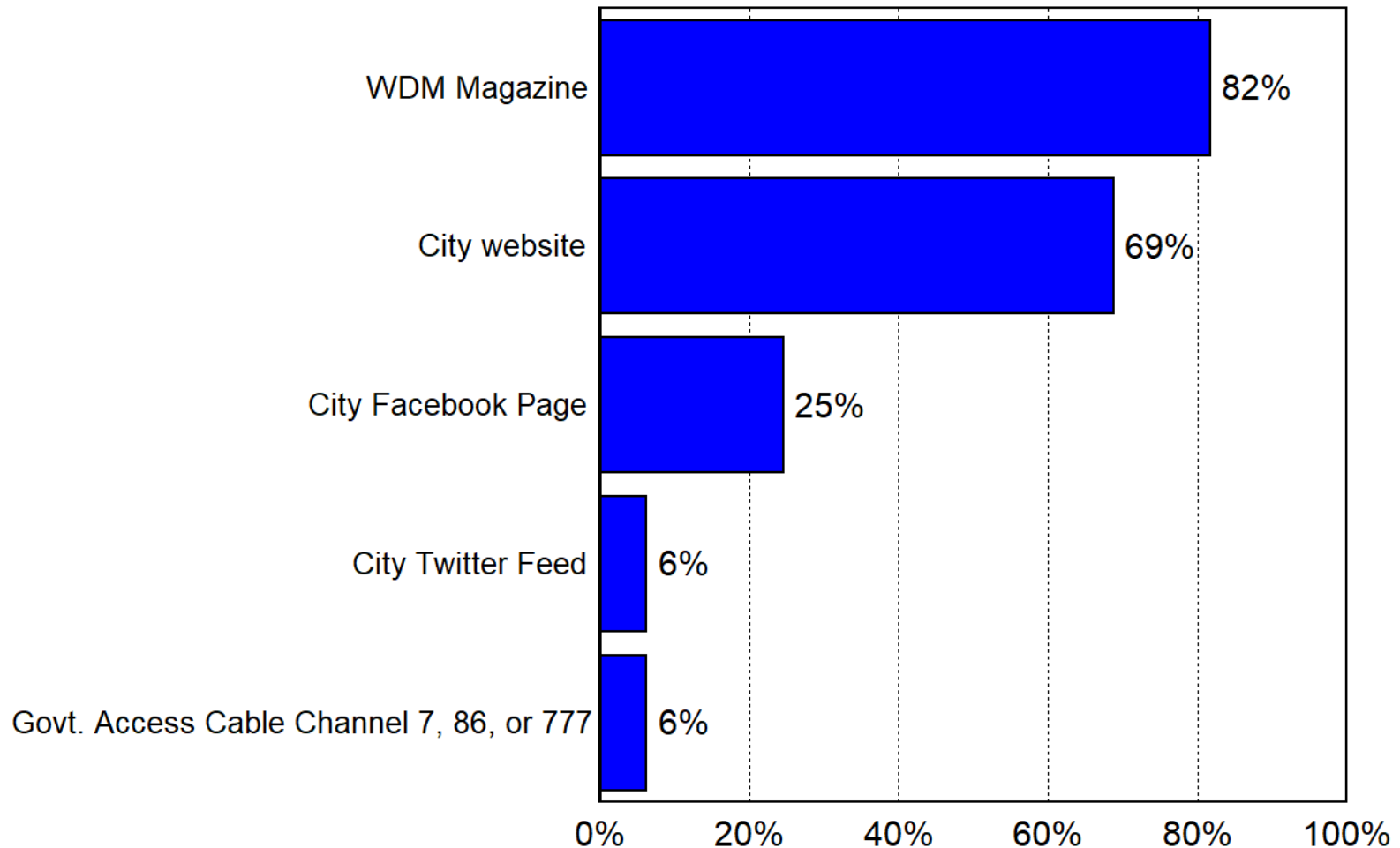
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - West Des Moines, IA)

Sources Residents Have Used During the Past Year to Get Information About the City

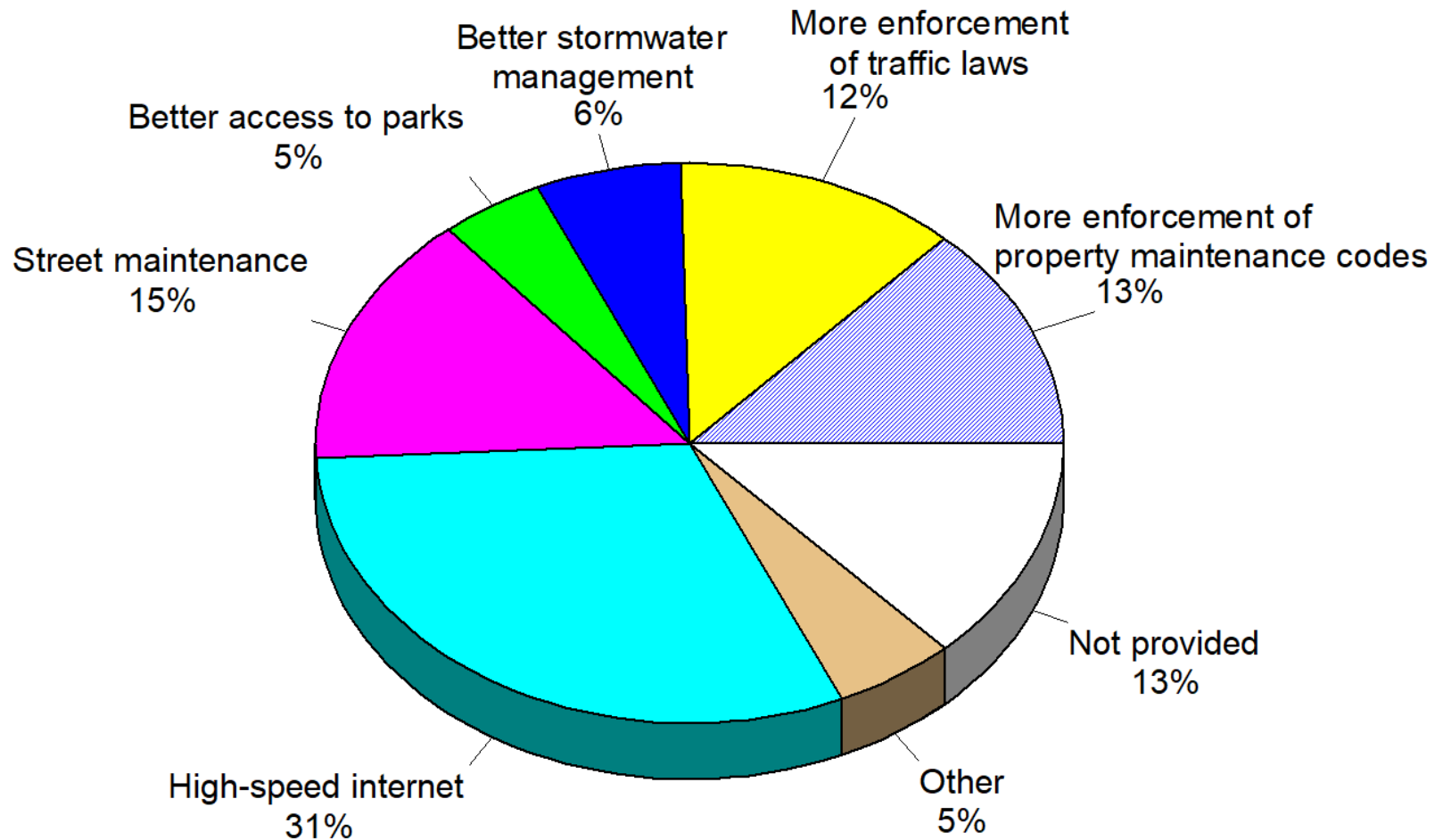
by percentage of respondents (excluding "not provided" - multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - West Des Moines, IA)

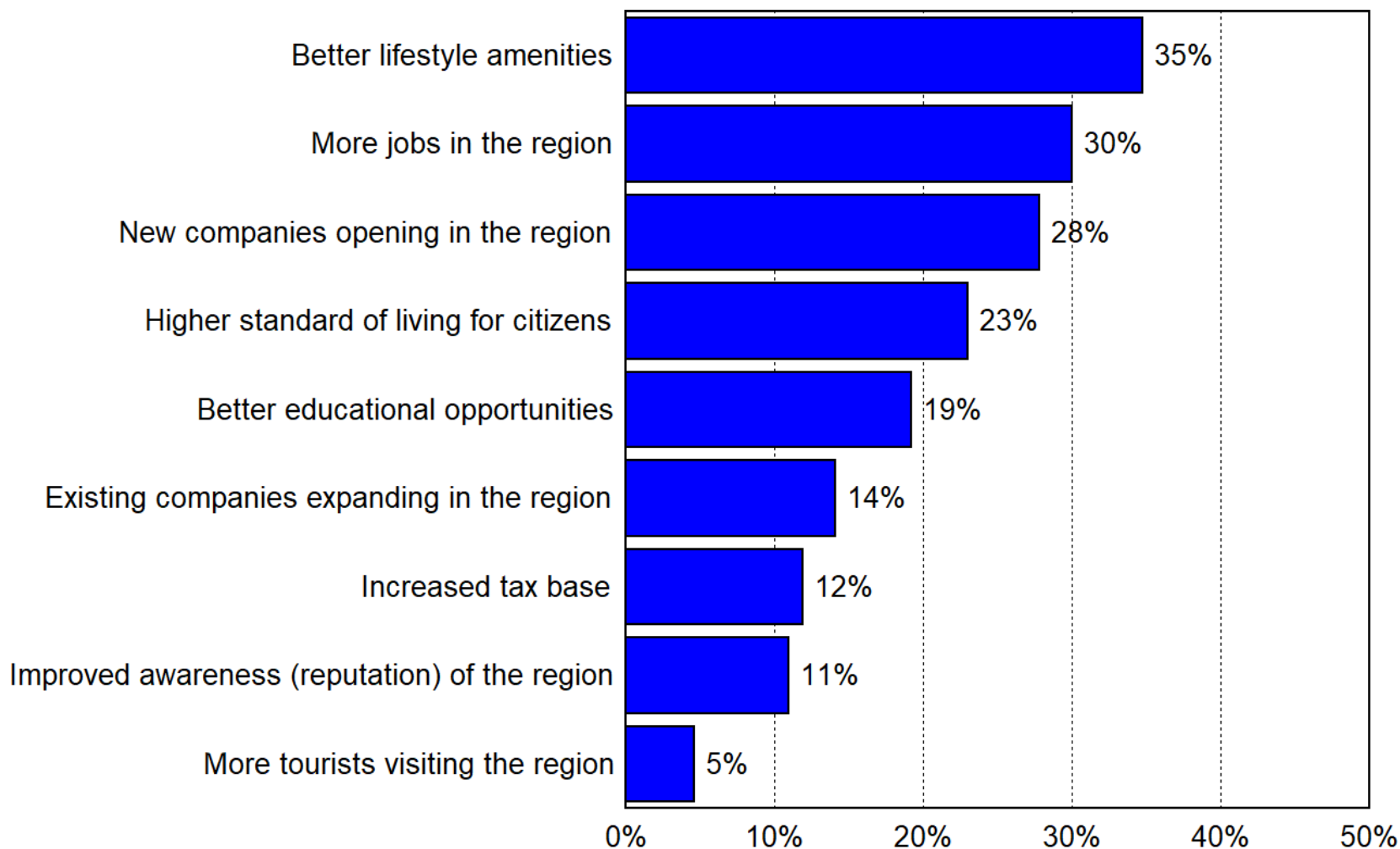
Which one of the following is needed most in your neighborhood?

by percentage of respondents



Benefits of Economic Development That Are Most Important to Residents

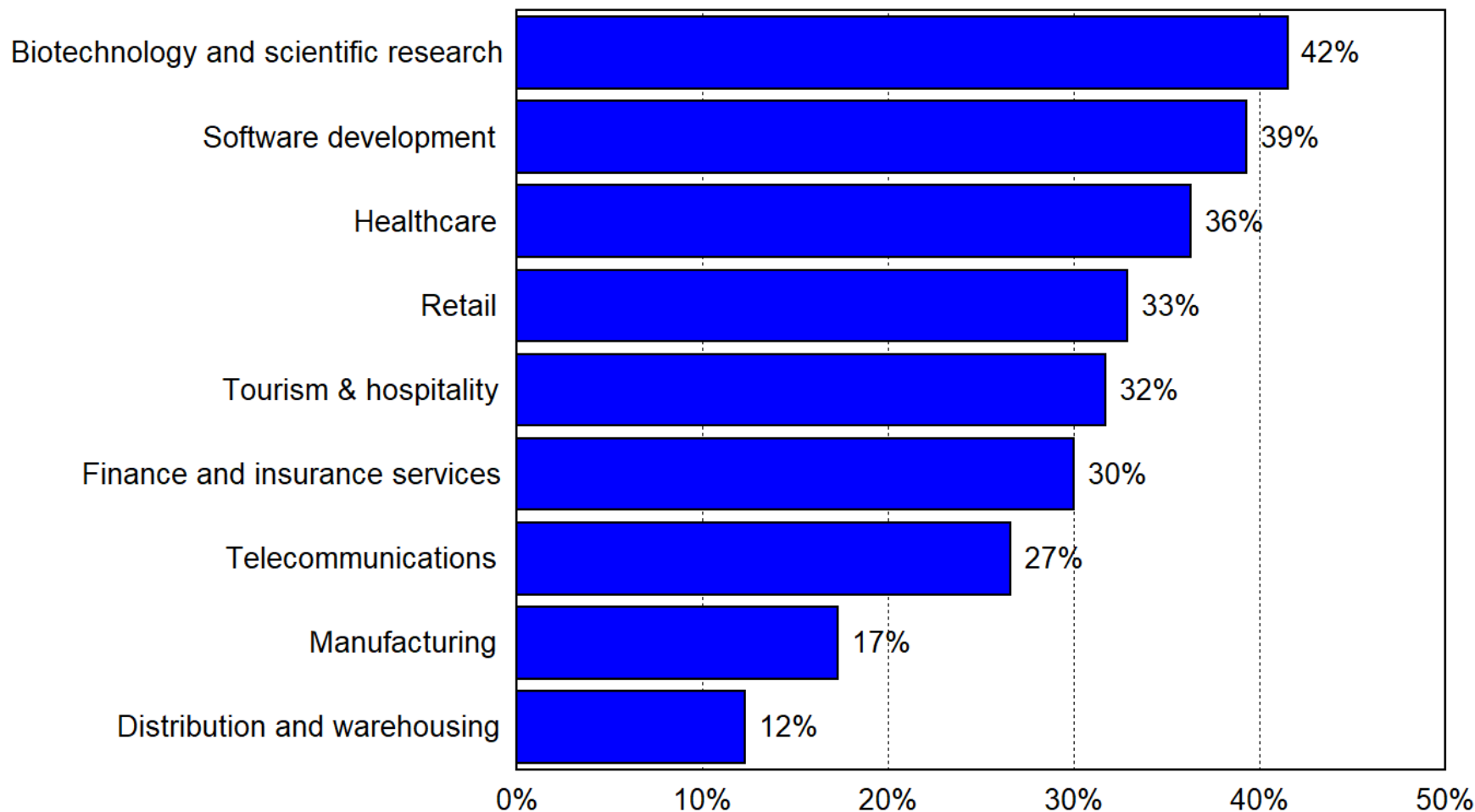
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2020 - West Des Moines, IA)

Types of Employers or Businesses Residents Would Like to See Expanded or Located in West Des Moines

by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - West Des Moines, IA)

Summary

- **Residents Have a Very Positive Perception of the City**
 - ❑ 92% are satisfied with the quality of life in the City; only 1% are dissatisfied
 - ❑ 90% are satisfied with the overall quality of services provided by the City; only 1% are dissatisfied
- **Satisfaction with City Services is Much Higher in West Des Moines Than Other Communities**
 - ❑ The City rated 42% above the U.S. Average in the overall quality of City services
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- **Overall priorities for improvement over the next 2 years:**
 - ❑ Overall quality of the City streets system
 - ❑ Flow of traffic and congestion management



Questions?

THANK YOU